

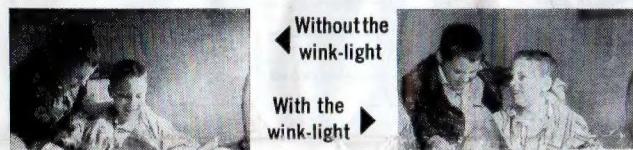
How to Use 10-Second 3000 Speed Picture Roll (Type 37)

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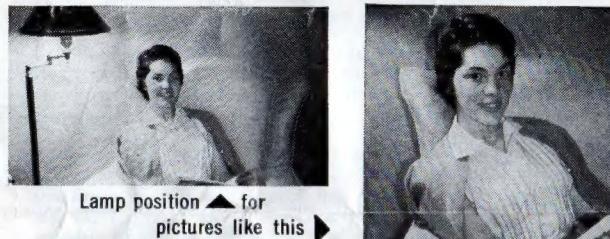
This picture roll is "fast" in two ways: its photographic speed (sensitivity to light) is very high, so fast that it can take pictures in very low light levels; and its development time is very short — only 10 seconds (not 60). Please read the details of this fast development on the other side of this sheet. And please read carefully and understand how to use the fast film speed below.

IMPORTANT

Key to most successful use of this roll indoors is the new Polaroid repeating wink-light, which is attached to the camera and "winks" automatically each time the shutter is tripped. Although the light from a single lamp is all that is needed to take a picture with 3000 Speed Polaroid Land Picture Roll, this type of lighting leaves deep shadows on the side of your subject away from the lamp. The wink-light fills in these shadows and produces a pleasing picture anywhere indoors.



HOW TO TAKE INDOOR PICTURES AT NIGHT Clip the wink-light to your camera, turn on all lights in the room. Try to have your subject near a lamp. The ideal situation is pictured at right, subject about 2 feet from a lamp located a little above her head. This kind of lighting adds top and side-light effects which lend a beautiful portrait quality to your pictures. For all except extreme close-ups you will find that a shutter setting of EV 11 (#2 in cameras using the earlier numbering system) will be about right. EV 12 (#3) is the setting for pictures taken at 3 to 4 feet. Be sure to set I-B knob on "I".



DISTANCE The best indoor pictures are made at distances of 6 feet or under, because beyond that distance much of the interesting facial detail begins to be lost to the eye. The wink-light is designed for pictures in this range, although it will carry up to 8 or 10 feet. For greater distances, or if pictures are too dark, use the flasher and AG-1 flashbulbs, following the exposure guide on the back of the wink-light. If there is no light at all in the room, or it is quite dim, the wink-light alone can be used to take pictures up to about 5 to 6 feet away.

HOW TO TAKE INDOOR PICTURES BY DAY Daylight coming through the windows in your home is always enough to let you take pictures anywhere in the house with the 3000 Speed Picture Roll. Here again you should use the wink-light on the camera, because it will never overpower bright daylight but it will fill in dark shadows if the subject is dimly lighted. Because indoor daytime lighting is difficult to judge, it is recommended that you use the new Polaroid Exposure Meter, Model 625, which is an ultra-sensitive meter designed especially for use with 3000 speed material. If you do not have a meter, start out with an exposure setting of EV 13 (#4) for a well-lighted room on a bright day. If the picture comes out too dark, change the setting to a lower number. If it is too light, set it to a higher number. Avoid aiming camera at a large, bright window, which can cause a hazy, washed-out picture.



HOW TO TAKE OUTDOOR PICTURES Although this roll has been particularly designed for use indoors with the Polaroid wink-light, it can be used very satisfactorily for regular outdoor pictures, providing some care is exercised. Actually, a new range of outdoor picture possibilities is open to you with the 3000 Speed Picture Roll, because you can now take pictures in deepest shade and in the early evening, long after the sun has set.

Because the film speed is so high, a four-stop (four EV numbers) light-reducing filter must be used for bright outdoor scenes and some cameras must be given additional protection against stray light leaks which until the advent of this extraordinary film speed posed no problems. Light seals are furnished free with each wink-light and must be installed on cameras needing them to prevent fogging of film.

The 4S Light-Reducer filter (also furnished with the wink-light) clips to the front of the camera lens and, in effect, reduces the speed from 3000 to 200. When the light level gets below the point where pictures can be produced with the filter in place, remove the filter, and you can continue to take pictures right up until dusk. Of course, by adding the wink-light, you can shoot even later into the evening.

If you are using an exposure meter out of doors, set it to the 200 speed scale when the light-reducing filter is in place and to the 3000 speed scale when the light-reducing filter is not used. If you do not own a meter, use the exposure guide below:

Approximate Shutter Settings for 3000 Speed Picture Roll,
with the 4-Stop Light-Reducer over the lens of the camera.

SUBJECT	SUN	Bright	Hazy Soft Shadows	Cloudy No Shadow	Dull
AVERAGE: People, pets	16 or 15 7 or 6	14 5	13 4	12 3	
BRIGHT: Beach, snow	18 or 17 9 or 8	16 or 15 7 or 6	14 5	13 4	
DARK: Shady spots	14 5	13 4	12 3	11 2	

IMPORTANT REMINDERS When using this roll outdoors, be doubly careful not to leave the camera unprotected in the bright sunshine for longer than necessary. Keep the camera closed and in the shade if it is to be left out for long periods. Keep the 4-S filter over the lens at all times outdoors. When advancing the picture roll to process a picture, or when removing a picture from the camera, always keep the camera in your own shadow to avoid light leaks. Load only in the shade.



DEVELOPMENT TIME Normal development time at moderate temperatures (60° to 90°F) is 10 seconds (not 60). This is the normal time that you should wait after pulling the tab until you open the back door of the camera. Shorter development time will reduce contrast somewhat, making a less "snappy" print; below 8 seconds the print may be objectionably faint. Development time longer than 10 seconds to a minute or more may be used to increase contrast. When camera is cold (below 50°F), develop about 45 seconds for average contrast.



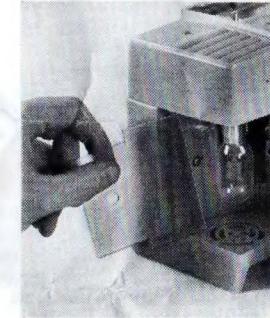
TO MAKE PRINTS PERMANENT: You must coat each print with the Print Coater. Coat immediately after removing from camera, or as soon thereafter as possible. Before coating, remove curl by drawing face-up over table edge or over edge of camera, as shown. Then coat the entire print with 6-8 firm, overlapping strokes, making sure coater "washes" print surface and covers all edges and corners. If coater seems dry for last 2 or 3 prints from roll, release extra liquid by pressing coater down hard on *tab* end of print before spreading over picture. Store prints only in albums with acetate sleeves or in special albums approved by Polaroid. Do not use pastes, glues, corner mounts or untested papers. Six-year tests show that these pictures last fully as well as conventional prints if coated and stored as directed.

ENLARGEMENT SERVICE Your best pictures are even better when they have been expertly enlarged. One of the greatest thrills you'll have with your camera is that of seeing your favorite picture take on new life and significance in an enlargement. Two new deluxe enlargements are available from Polaroid Copy Service (use the order blank at right).

5 x 7 Deluxe Enlargements are the most popular of all. The principal subject is re-centered and the picture is cropped for best composition. Imperfections are re-touched and the finished enlargement is mounted in a handsome studio mount.

8 x 10 Custom Enlargements present your picture in its most dramatic form, looking exactly as though it had been made in a professional salon. Custom enlargements are individually processed. The picture is printed on a paper selected for the tone, contrast and texture that best suits its mood and subject.

PRINT COPIER You can use the 3000 Speed Picture Roll to make copies of your pictures with the Polaroid Print Copier. Each Print Copier is furnished with light-reducing filters (stored in a sleeve underneath the Copier) which makes exposures for 3000 Speed Picture Roll the same as for the 400 speed roll (Type 32). Be sure to add the filters over each lamp window in the Print Copier before making exposures.



CAUTION: This picture roll, in ordinary use, is harmless. If you deliberately take apart the positive roll, you may come in contact with an alkaline solution which can cause reddening of the skin after prolonged contact. This solution should be washed off with water. We recommend keeping roll out of hands of small children both before and after use.

(Tear off on this line)

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any kind except that Polaroid Corporation is lost or damaged in handling.

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Print name and complete address in the mailing label above and fill out order blank below. Include name below, also. Write on back edges of each print, along the margin, copy work desired. Use soft pencil or ink, write on hard surface. *Do not use ball point pens.* Enclose original Polaroid Land pictures (not negative tabs) in folded film box (instructions on film box). Place in envelope with check or money order. Mail to:

POLAROID COPY SERVICE, BOX 311, CAMBRIDGE 39, MASS.

In Canada: Polaroid Copy Service, Box 249, Postal Terminal A, Toronto, Canada

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			95¢ Each
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Minimum order 50¢